

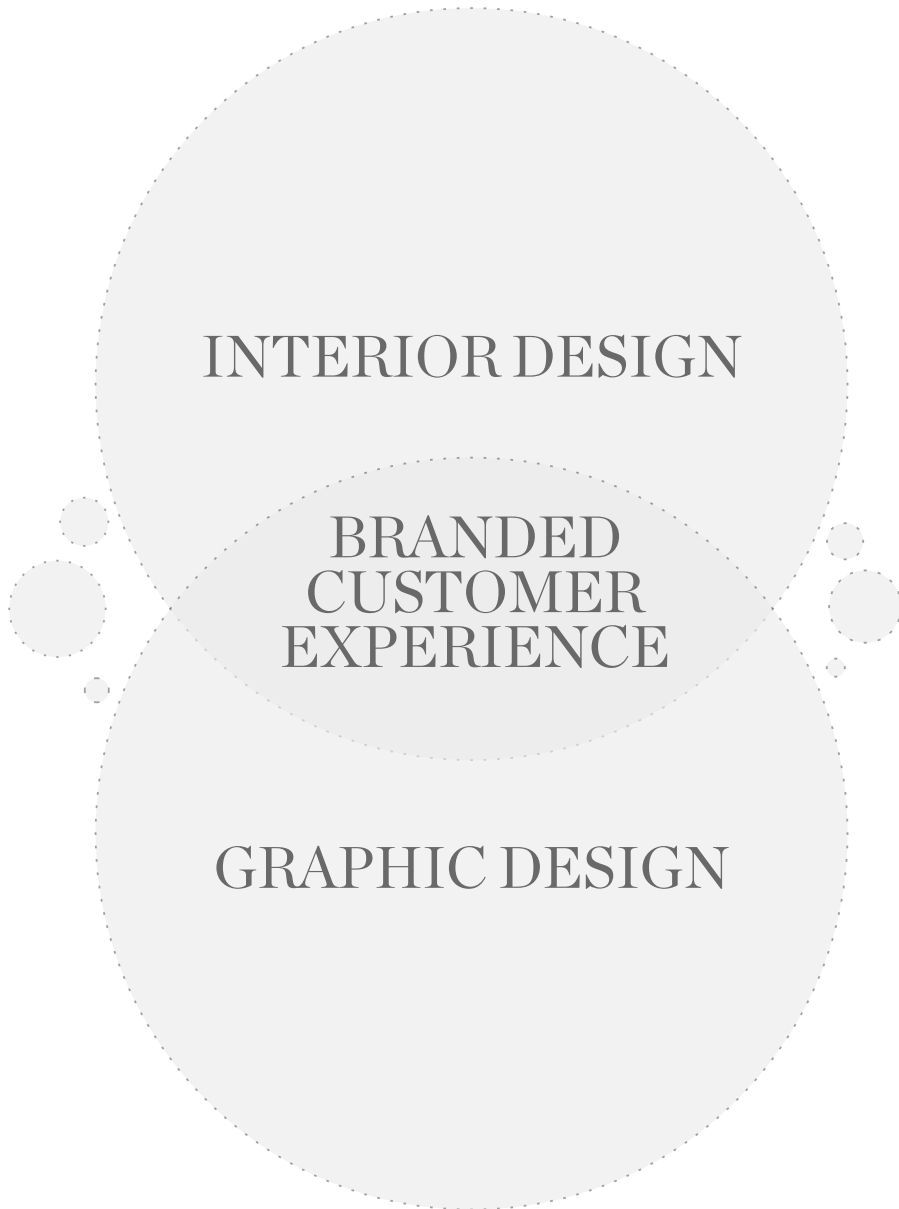
**IGLOO'S BOOK OF
INTERIOR DESIGN
& BRANDING**



INTERIOR DESIGN

Interior design is a crucial component to a strong brand strategy; it helps to create spaces that are comfortable and conducive to sales. Igloodgn's creative team includes commercial interior design specialists that have worked on hotel, restaurant, retail, gallery, fitness, spa, clinic, office and casino interior design to revolutionize physical environments.

These physical environments must provide a platform where your company's brand identity, product innovation, visual merchandising, and employee engagement can come together. With an increasing expectation for unique and thrilling interiors, Igloodgn's interior design team will create the perfect design for your staff and clients alike, while focusing on bottom line success.



In its simplest form - branding and interior design.

WHAT WE DO

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Igloodgn is a branding and interior design firm. We create innovative and profitable customer experiences that foster advocacy and business profitability through our expertise in brand consultancy, graphic design and interior design.

Building exceptional customer experiences.

WHERE WE EXCEL

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At Igloodgn we believe that the customer experience is the fundamental basis of a business's success. Word-of-mouth advertising stills reigns supreme and happy customers are repeat customers, who in return will become your company's best marketing vehicle.

Igloodgn will develop this experience by creating a brand identity that resonates with your future and existing clientele. We will help to assure that the customer experience is a unique one by incorporating a distinctive brand strategy alongside an individual interior design. With the inclusion of a brand culture that supports the brand identity and customer experience, we will provide you with all the necessary tools to inspire your team.



87 Lorem Street
Chicago, IL, USA
2810384



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Branding

BRAND STRATEGY

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Your brand will only be able to leave a lasting impression with the inclusion of a well thought out plan. This is why implementing a solid brand strategy is so important.

Igloodgn's approach to positioning brands has proven successful for new companies and those looking for brand revitalization. We are able to create a solid brand strategy with the development of a unique brand identity, brand expression and brand application that will help your company to communicate your brand to your customers.

BRAND IDENTITY

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Making sure your brand stands out from the competition is the goal of every company, but your brand should consist of much more than just your logo. Your brand identity will include everything from the colours you use to the way you present your brand to new and existing clients. This includes such things as packaging, interior design of your brick and mortar store, as well as the design and layout of your website.

This is why it is essential to showcase your company's uniqueness. Igloodgn can help you to create a solid brand identity that will leave a lasting impression on your future and existing clientele. We will help you to refine what makes your company unique in order to create a distinctive and solid brand identity.

BRAND CULTURE

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Your company's service team will become the representatives of your brand identity. They will be the ones bridging the gap between your company and your customers, so they not only need to fully understand your brand and its goals, but they also need to be able to feel pride in your brand and be happy to be one of your brand ambassadors.

Igloodgn will develop a well-structured brand culture that will not only develop an inspired team of brand ambassadors, but it will also result in happy repeat customers who will become your company's word-of-mouth advertising force.



ABOUT US

Anna Abbruzzo

Likes her coffee black and her meetings conducted standing up. Prior to co-founding Igloo Design with Alain, Anna put her seductive and sophisticated design stamp on the interiors of numerous restaurants, high-end homes and hotel-chic condominiums. Her work on restaurant Les gourmets pressés, for example, won a Commerce Design Montreal Grand Prix du Jury award in 2004. Clients value her strong design and brand-identity concepts, as well as her professionalism and client-relations skills. Anna studied public relations at McGill University and interior design at Dawson College in Montréal.

Alain Courchesne

Alain is always asking, "Is this the best it can be?" This attention to detail led to his win of the Grohe Winning Designs Competition for best kitchen in Canada. His perfectionism and ability to deliver on all elements of a project stem from his renaissance-man background, including extensive interior and retail-design experience, graphic-design studies and even construction management. Alain attended the environmental design program at the Ontario College of Art and Design and the interior design programs at Algonquin College and Dawson College. This NCIDQ-accredited interior designer develops intricate and luxe spaces that delight clients and customers alike.

Igloo Design

Anna and Alain founded Igloo Design, a full-service interior design and graphic design firm, in 2005 after working together on the award-winning design of Montréal bistro, Les gourmets pressés. "That's when we fell in love, professionally," jokes Alain. Since then, the firm has blossomed into a hip design powerhouse.



OUR MISSION

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We create spaces that inspire thought and conversation. Whether it's a commercial or residential space, it's where that you spend your life—working, living & loving. Our environments have personality, just like their occupants. In the end, we believe interior design is simple: all you have to do is read the building and listen to the environment.

OUR PHILOSOPHY

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Transforming the ordinary into fantastic! Like poetry, our interiors evoke emotions - they tell a story. Our job as designers is to interpret the owner's message and deliver it to the end user. Some say this is a very artistic approach... we couldn't agree more!

OUR STRENGTHS

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Our firm's name reflects our passions: following environmental standards to protect the integrity of our interior and exterior surroundings. Starting each project with a pure canvas, we recognize the cycle of design from a singular snowflake to the personalized space. We pride ourselves by creating bold layouts and combinations that are simultaneously current and timeless.

OUR STRATEGY

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Igloodgn takes a comprehensive approach. We play three major roles. The first is to listen to clients' needs and survey the site. The second is to develop and establish the concept. Finally, we prepare the project documents and budget; source materials and implement remain available for the build out of the project. This ensures the project's success by removing the unknown.

OUR RESOURCES

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We are proud of our relationships with the very best artisans, trades people and suppliers, both locally and internationally. Our extensive contacts give our clients access to unique and beautiful product and furniture lines from the very best.

OUR STYLE

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We love to live and laugh, and that joie de vivre is revealed in the spaces we create. Our travels inspire us and infuse our projects with energy and eclecticism. Our style is best described as 'Minimalist-Maximalist': carefully selected pieces and intuitive placement combined with vibrant and sophisticated colours, patterns and materials.



OUR SUCCESS

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We have enjoyed many professional successes since we opened Igloodgn in 2005, and recently moved to expanded premises in downtown Montreal next to the museum of Fine Arts. From creating beautiful and welcoming private residences to designing boutique commercial projects ranging from spas to shoe stores to investment firms, Igloodgn is well equipped to turn ideas into tangible realities. We focus on the total environment—including branding and graphic design as well as interior design.

OUR NAME

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Our firm's name reflects our passions. We adhere to environmental standards to protect the purity of our natural environment, both indoors and out. We are inspired by the architecture of igloos: the classic lines of the curved dome, the inherent strength of the interlocking blocks, its deceptively simple construction, the warmth and shelter it provides in a changing world. It's instantly recognizable as a Canadian icon. An inspiring role model? We think so! For us, the igloo symbolizes the cycle of design from snowflake to individualized home, the surprising strength of the dome, the white, blank canvas that every project begins with, not to mention our Canadian joie de vivre.

CUTTING-EDGE DESIGN INSIGHTS

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We attend conferences and tradeshow around the world to stay current on international design trends, building-code requirements, the latest design software, innovative new materials and furnishings and universal-design concepts. Then we bring that knowledge home to you, wherever you work or live. Our international style, and ability to speak five languages, including French, English, Spanish, Italian, and Romanian, enable us to tackle any project, worldwide.

OUR REPUTATION

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Our reputation is our most valuable asset. We are known for our bold and critical thinking, our meticulous approach to detail. Our openness, approachability and creativity is highly sought after. We are on your side and our priority is making your vision a long lasting reality.

List of clients

RETAIL	Dom Rebel Threads Showroom Mademoiselle Pinky Arizona Art11 Blume	RESIDENTIAL CONDOS	Little Italy Loft Le Sax Condo 334 Notre Dame Clark Street Condo 44th & 13th, NY
HOSPITALITY	Hotel Van Gaal Playground Poker Spa Calme Peak Physique inc.	RESIDENTIAL HOMES	Whitehead Terrace Residence Brookhaven Residence Dunsmuir Residence Cornwall Residence Residence de la Côte St-Luc Residence Jérémie Residence Ste-Anne Maison Duneau Maison Lachine
RESTAURANT	The Rail Go Fish Les gourmets presses The Business	RESIDENTIAL PENTHOUSES	Penthouse McGill Penthouse Louis Boheme Penthouse William
OFFICE	BBA The Mortgage Centre SF Financial Stellar Alliance	REAL ESTATE DEVELOPMENTS	Villa District
MULTI UNIT BUILDINGS	Le St-Norbert Place Drummond House of Gant 1510 Sherbrooke	SPECIAL PROJECTS	Sherwin Williams Clairol Opus Dei Chapel Polycor Cafe Meliese Eleven Wines Dynamique
CLINIC	Adler Park Clinic Clinique dentaire St-Martin		



Igloodgn is a full-service branding and interior design firm with a mandate to provide exceptional branding and interior design services to the hospitality and leisure industry, including: hotels, restaurants, retail shops, galleries, spas, fitness centres, clinics, offices, casinos and more. Design excellence can only be reached by a combination of disciplines that collaborate to create a well balanced entity. Our firm designs a space and simultaneously establishes its identity. We customize its design needs so that all elements in the space are in harmony with on another.



RESTAURANT DESIGN

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Igloodgn understands that the most important feature of a successful restaurant is a complete customer experience. Through our expertise in branding and interior design, we can create memorable customer experiences that will transform your customers into brand ambassadors. Our restaurant design clients have not only seen 100% increase in sales but they have also been able to distinguish themselves as unique entities.

RETAIL DESIGN

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Igloodgn knows retail design. Whether it's a simple update, or a complete rebranding, Igloodgn can turn your retail space into a stunning showroom that not only captures the essence of your brand, but also showcases the individuality of your product.

HOTEL DESIGN

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Designing a hotel is a personal and intimate experience. Igloodgn provides hotel owners with sensitive interiors that are comfortable, cozy and functional. Our intelligent layouts and clever material selections are sure to make patrons feel right at home. Our goal is to design a hotel that focuses on customer experience and excellent service.

POKER CLUB DESIGN

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When it comes to poker club design, Igloodgn will work closely with your team to determine what makes your poker club unique and how we can communicate to profit from that difference. We will create a brand strategy that will set your poker club apart from the competition. The interior design is always contingent upon the brand, and Igloodgn knows how to wow your clients and exceed their expectations.

EVENT DESIGN

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Igloodgn events will make your brand come to life. Weather it's a launch or simply a customer appreciation event, success is in the details. It is important to us that your event is not only impeccable, but also conveys your company's message; so when it comes to events, let us sweat the small stuff.



Awards and Publications

AWARDS Grohe Winning Designs Award
Commerce Design Montréal, Grand Prix du Jury
APDIQ "Employer of the Year"

PUBLICATIONS The Gazette, 2004
Grafika Magazine, 2004
The Gazette, 2005
Canadian Interiors, 2006
Décor Hom(m)e, Spring 2006
Canadian House and Home, December 2006
Wall to Wall, Spring 2007
Les idées de ma maison, 2010
Les idées de ma maison, 2010-2011
Les idées de ma maison, 2011
Maison & Demeure, Avril 2010
Maison & Demeure, Juin 2010
Canadian House and Home, June 2010